What is claimed is:

1.   A method of evaluating cost and occupancy efficiency of real estate, comprising the steps of:

a.   entering into a computer system the size, rental costs and total occupancy information for a given property, as well as location information;

b.   calculating values of cost efficiency and occupancy efficiency;

c.   providing a point of comparison by determining from a lookup table the representative values for cost efficiency and occupancy efficiency for a property in the location of the given property; and

d.   displaying on a chart, which plots cost efficiency and occupancy efficiency against one another, a point whose co-ordinates represent said calculated values, the chart comprising four quadrants delineated by the lines parallel with the axes of the chart and which pass through the point of comparison.

2.   The method of claim 1 wherein the cost efficiency is calculated in terms of rental cost per unit area per unit time, and occupancy efficiency is calculated in terms of unit area per occupant.

3.   The method of claim 1 wherein the point of comparison is placed substantially centrally in the displayed chart, thereby providing four quadrants of substantially equal areas.

4.   The method of claim 2 wherein the quadrants represent a first area where both the cost efficiency and occupancy efficiency are better than the values represented by the point of comparison, second and third areas where either the cost efficiency or the occupancy efficiency are worse than the averages represented by the point of comparison, and a fourth area where both the cost efficiency and the occupancy efficiency are worse than the averages represented by the point of comparison.

5.   The method of claim 1 wherein the representative values are average values.

6.   The method of claim 2 wherein the representative values are average values.

7.   The method of claim 3 wherein the representative values are average values.

8.   The method of claim 4 wherein the representative values are average values.

9.   A computer system for evaluating cost and occupancy efficiency of real estate, comprising:

a.   means for receiving and displaying information comprising size, rental costs and total occupancy information for a given property, as well as location information;

b.   means for calculating values of cost efficiency and occupancy efficiency;

c.   means for providing a point of comparison by determining from a lookup table the representative values for cost efficiency and occupancy efficiency for a property in the location of the given property; and

d.   means for displaying on a chart, which plots cost efficiency and occupancy efficiency against one another, a point whose co-ordinates represent the calculated values, the chart comprising four quadrants delineated by the lines parallel with the axes of the chart and which pass through the point of comparison.

10.   A storage medium capable of being read by a computer comprising the steps of claim 1.